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# Davidson Sunshine Cotton



*J. W. DAVIDSON & CO.*

*State Registered Cotton Seed Breeders*

*McKINNEY, TEXAS*

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☆ FEB 16 1940 ☆

U. S. Department of Agriculture

"It is well known that the choice of the right variety of cotton is very often the factor that determines the difference between profit and loss. With the cost of production remaining fairly constant, the profit, if any, results from increasing the return per acre derived from the area planted. Apart from the matter of present profit, enough injury has been done to the reputation of Texas Cotton to warrant strenuous efforts—organized efforts—leading toward the restoration of former character and staple that made Texas lint the standard of desirable quality." Short staple, untenderable cotton, is a losing proposition for everybody who handles it.

There's much more money, to say nothing of the increased satisfaction, in growing, ginning and selling a Premium Cotton like SUNSHINE.

Let us help you get Sunshine Cotton started in your community, it will be worth your while from every standpoint. Write for our special agent's proposition—no obligation.

Yours very truly,

J. W. DAVIDSON AND COMPANY.

# It Pays Always To Plant SUNSHINE COTTON



*A typical stalk of Davidson's Sunshine Cotton from our registered breeding blocks. State registered and certified.*

## Sunshine Cotton The Variety for More Profit

Sooner or later, if they haven't already done so, some progressive ginner in your community is going to start the farmers growing a better variety of cotton.

He will win not only the friendship and good will of the farmers for his foresight, but he will share in the increased profits that are sure to follow.

Sunshine Cotton has proved to be one of the best varieties known for high yield, length and quality of staple.

Sunshine Cotton is bred to meet the demand for a longer, harder, better spinning staple

—it readily brings a substantial premium with cotton buyers.

You owe it to yourself and to your community to investigate Sunshine Cotton. Help us to get the farmers in your community to try it out next year—let results prove whether or not it is the variety you are looking for.

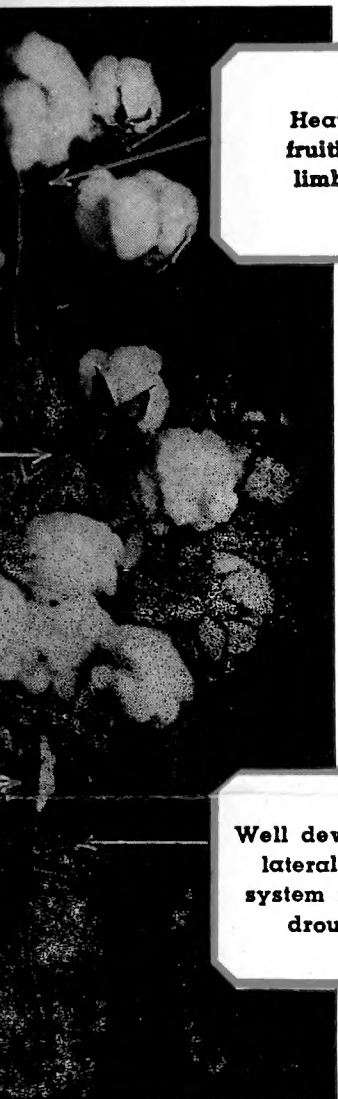
Mail the enclosed envelope for prices and our agent's proposition — no postage required, just sign your name and drop it in the mail.

**J. W. DAVIDSON**  
*Breeders and*  
**McKINNEY**

Thin rind  
bolls turn  
down—storm-  
proof type  
first to  
mature.

Few leaves—  
sun gets to  
stalks and bolls  
mature early—  
combats  
insects.

Less sap in  
stalk requires  
less time to  
dry out.



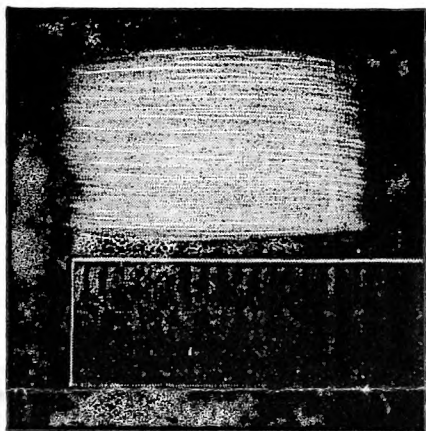
Heavy  
fruiting  
limbs.

Well developed  
lateral root  
system resists  
drouth.

## Sunshine Makes Heavy Yields

Hundreds of practical, successful farmers have found by experience that Sunshine Cotton always produces a better grade of fibre and a larger yield, regardless of conditions. They know what it means in dollars and cents to expect and to get a premium price for their crop. Sunshine Cotton Seed is bred to produce a longer, better spinning fibre — to produce an earlier crop — to resist drouth — to produce smaller leaves and more bolls — to make you more dollars per acre.

### Every Bag Is Certified By The State of Texas



*Illustrating the coarse,  
hard fibre of Sunshine  
Cotton which averaged an  
inch and better, and com-  
mands a premium on the  
market.*

From the time our breeding fields are planted with carefully selected seed until the cotton is ginned at gins handling only Sunshine Cotton and the seed shipped to you, it is constantly under the watchful eyes of our own inspectors and those of the State Department of Agriculture. No chance is taken, no carelessness permitted that might allow mixing seed or destroying germination or purity of strain.

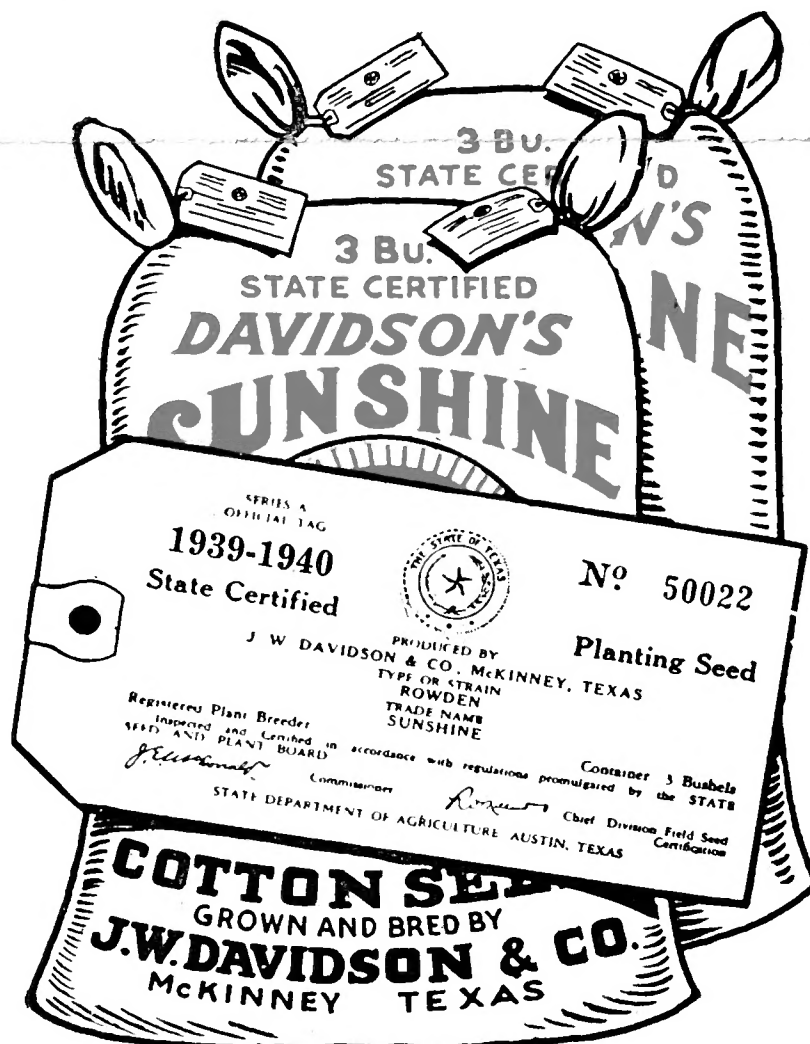
That is why, year after year, farmers who once use Sunshine Cotton Seed continue to use it and continue to get more dollars per acre.



**COMPANY**  
*Originators*  
**TEXAS**

# Every Bag Is Certified By The State of Texas

This tag appears on every bag of the Davidson's Sunshine Cotton Seed. It is the State Certification Tag assuring genuine, certified seed.



A few dollars will start you growing a better grade of cotton. Supply yourself with enough State Certified Sunshine Cotton Seed to plant at least 12 to 15 per cent of your acreage. Do this each year and you will always have a top notch crop.

**SOLD BY**